

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Previously Presented) A method of verifying the authenticity of goods having public data and a security code applied thereto,

said security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier, the method comprising:

receiving a request for verification,

generating a list of verification codes, each of said verification codes being generated by said predetermined encryption algorithm by encrypting said public data and one of said plurality of private data sets, and

comparing said security code applied to the goods with said list of verification codes to assess the authenticity of goods.

2. (Previously Presented) A method according to claim 1, wherein the verifier maintains a log of requests for verification and, upon receiving a request for verification, compares the public data applied to the goods with the data held in the log to assess the authenticity of goods.

3. (Previously Presented) A method according to claim 1, wherein the public data includes a batch number.

4. (Previously Presented) A method according to claim 1, wherein the public data includes date information.

5. (Previously Presented) A method according to claim 1, wherein the private data includes an item number.

6. (Previously Presented) A method according to claim 1, wherein said public data and said security code is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

7. (Previously Presented) A method of marking goods to enable the authenticity of those goods to be verified, the method comprising:

applying public data to the goods for use in a subsequent verification process, and  
applying a security code to the goods, said security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier.

8. (Previously Presented) A method according to claim 7, wherein the public data includes a batch number.

9. (Previously Presented) A method according to claim 7, wherein the public data includes date information.

10. (Previously Presented) A method according to claim 7, wherein said public data and said security code is incorporated into the design printed onto the goods as reversed out characters, blends or tints.

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15. (Previously Presented) Apparatus for verifying the authenticity of goods having public data and a security code applied thereto, the security code having been derived by means of a predetermined encryption algorithm by encrypting said public data applied to the goods and one of a plurality of private data sets held by a verifier, the apparatus comprising:

an input device for receiving a request for verification; and

a processor configured to generate a list of verification codes, each of said verification codes being generated by said predetermined encryption algorithm by encrypting said public data and one of said plurality of private data sets;

wherein the processor is configured to compare said security code applied to the goods with said list of verification codes to assess the authenticity of the goods.

16. (Previously Presented) Apparatus for marking goods to enable the authenticity of those goods to be verified, the apparatus being configured to apply public data to the goods for use in a subsequent verification process, and to apply a security code to the goods, said security code having been derived by means of a predetermined encryption algorithm by encrypting said private data applied to the goods and one of a plurality of private data sets held by a verifier.

17 (Previously Presented) A method to verify the authenticity of goods having public data and a security code applied thereto, said security code having been derived using a predetermined encryption algorithm to encrypt the public data applied to the goods and one of a plurality of private data sets held by a verifier, the method comprising:

the verifier receiving a request for verification of said goods and obtaining the public data associated with the goods to be verified;

applying the obtained public data to generate a list of verification codes wherein each of said verification codes is generated using the predetermined encryption algorithm to encrypt the public data and one of said plurality of private data sets;

comparing said security code applied to the goods with said list of generated verification codes, and

authenticating the goods to be verified if the security code corresponds to at least one of the generated verification codes.